



PARKS, RECREATION AND ARTS COMMITTEE OF COUNCIL MEETING RESULTS

December 1, 2020

Chairperson Ohley called the meeting to order at 5:30 p.m.

Those in attendance included:

Councilmember Barbara McGuinness, Ward I
Councilmember, Ben Keathley, Ward II
Councilmember, Michael Moore, Ward III
Chairperson, Michelle Ohley, Ward IV

Also in attendance were:

Director of Parks, Recreation & Art, Tom McCarthy
Executive Assistant, Parks, Recreation & Arts, Ann-Marie Stagoski
Councilmember, Dan Hurt, Ward III
Councilmember MaryAnn Mastorakos, Ward II
Chair of Parks, Recreation & Arts Advisory Committee, Mike Whelan

Agenda Item #1: Approval of Minutes

The meeting results of the August 10, 2020 Parks, Recreation & Arts Committee of Council Meeting were submitted for approval. Councilmember Ohley made a motion, seconded by Councilmember Keithley to approve the meeting results. Councilmember McGuinness indicated that in Agenda Item #2, Councilmember Moore was appointed as Vice Chair to the Parks, Recreation & Arts Committee of Council. The motion was passed by a voice vote of 4 to 0 to approve the meeting results as corrected.

Agenda Item #2: Chesterfield Family Aquatic Center Updates

Director McCarthy explained that at the end of a pool season there is a shortage of lifeguards as they return to school. He is recommending that the pool hours be amended during the last two weeks of the season to remain open on Fridays from 4-7 p.m. and regular Sat and Sunday hours.

Councilmember Moore inquired to what extent would the senior population be affected by the weekday closure. Director McCarthy explained that a large percentage of seniors participate in the River Walk program which would remain open during the week as it only requires 2 guards to staff.

There was further discussion on the pay of lifeguards, recruiting, competition for guards, whether short Friday shifts would be a challenge to staff.

Additionally, Director McCarthy recommended an increase in the daily pass admission of \$1. There were questions on how much revenue the increase would generate, whether it should be increased to \$2 to be more consistent with surrounding pools. There was further discussion of the uncertainty on whether the pool would

be allowed to be open due to Covid, if it would open on time and if there would be a hesitancy to purchase pool passes due to the uncertainty.

Councilmember McGuinness moved to approve the recommendations presented. Councilmember Ohley seconded the motion. Councilmember Keathley was concerned that if we are not able to open on time that we may wish we had the 8 days of proposed closure at the end of the summer. Councilmember Ohley stated that we can always adjust hours later but a decision is needed at this time so hours of operation can be published. There being no further discussion, the motion was passed by a voice vote of 3 to 1 with Councilmember Keathley opposed.

Agenda Item #3: Independent Sponsorship

Director McCarthy explained that due to a trending decline in the ½ cent sales tax revenue the department was exploring other options for funding. He is proposing that we contract with an independent sales person to acquire sponsorships and compensate them based on dollar value of the sponsorships. They would be paid only after the funding is received at a rate of 15% for the first \$100,000 brought in during the first year and 20% for sponsorship dollars exceeding \$100,000. Although the department makes an effort to acquire sponsorships where it can, it wears many hats and hasn't been able to dedicate the resources to generate the income needed.

Councilmember Keathley moved to approve the recommendation. Councilmember Moore seconded the motion.

Councilmember McGuinness expressed concerns over what the sponsorships would look like. Director McCarthy stated that all large-scale proposals would come back to Council for approval. Smaller items such as signs to promote businesses are already being done. He further explained that businesses we currently have a relationship with would be excluded. Councilmember McGuinness requested that the City Attorney be consulted on whether this would be considered a bonus to a City employee.

Councilmember Moore expressed that he liked the idea but wondered what guardrails would be imposed and if there would be businesses we would not accept money from. Examples such as marijuana and tobacco were discussed and alcoholic products under the right circumstances (for instance, at a concert but not youth sports).

There was additional discussion about larger businesses in Chesterfield that could be turned to for sponsorships, whether we would accept "in kind" sponsorships, how we currently acquire sponsorships and whether the ability to produce sponsorships will be hindered by Covid.

There being no further discussion, the motion was passed by a voice vote of 3 to 1 with Councilmember Ohley opposed.

Agenda Item #4: Municipal Planning Grant Discussion for Central Park

Director McCarthy stated that a possibility of a grant exists to acquire funds to hire a consultant to help plan for the development of the eight acres recently acquired near Central Park. This would require the City to have some matching funds. The grant runs year-round and the idea has been vetted through the Parks, Recreation & Arts Advisory Committee.

In response to questions, Director McCarthy stated that the overall cost of the project is estimated to be \$9,000-\$10,000 minus the grant money received and the City currently has conceptual plans but doesn't want to miss opportunities. This expense is not currently in the 2021 budget.

Councilmember Keathley moved to approve the process of putting together the application and moving it forward to full council and Councilmember Moore seconded the motion. The motion was passed by a voice vote of 4 to 0.

Agenda Item #5: New Business

Councilmember McGuinness asked for an update of the trail connectivity issue. She further inquired about full time staff status, whether playgrounds are open, if personnel are furloughed. Director McCarthy stated that the playgrounds are open and we currently have 6 positions open.

Councilmember McGuinness inquired about what maintenance staff have been doing under the Covid conditions. Director McCarthy explained that they still maintain fields, mow, fertilize and aerate but they didn't drag them as often since games were limited. The department also maintains medians, is revamping manuals, beginning marketing for programs, painted the pool (which has historically been contracted out). Furthermore, half of the snow plowing staff are from Parks so they must stop what they're doing and focus efforts on snow plowing when inclement weather hits.

Councilmember McGuinness also asked about plans for fireworks in 2021. Director McCarthy stated that fireworks planning has begun and is slated to take place at the Chesterfield Valley Athletic Complex.

Director McCarthy stated that they haven't heard from Senator Koenig regarding the Day Tripper Bus program.

Agenda Item #6: Adjournment

There being no further business to discuss, Chairperson Ohley adjourned the meeting at 6:40 p.m.